

CLAIMS

We claim:

5 1. A method for providing behavioral information of a user using on-line resources, comprising:

collecting behavioral information of a user using resources over a network;

analyzing the collected behavioral information; and

10 providing an analysis of the collected behavioral information.

2. The method of claim 1, wherein the collecting includes:

15 collecting behavioral information of a user using resources over a network, the user having given a permission to being monitored.

3. The method of claim 2, wherein the method further includes:

20 providing one or more incentives to the user to give the permission to being monitored.

4. The method of claim 3, wherein the one or more
25 incentives include any one or combination of news, television program schedule, a map of a selected area, transportation information, and area information.

5. The method of claim 1, wherein the resources
30 include one or more services offered on the World Wide Web, and the method further includes:

providing one or more lists of web sites for
monitoring,

wherein the behavior information is collected only on
the one or more lists of web sites.

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6. A method for providing behavioral information of a
user using one or more web services, comprising:

monitoring user behavior on a web browser when a user
visits a predetermined set of web sites;

10 allowing the user to consult the monitored user
behavior; and

transmitting the monitored user behavior over a
network to one or more servers.

15 7. The method of claim 6, wherein the monitored user
behavior includes any one of method of entry, method of
exit, time spent, loading time, response time, and user
interface events detected during navigation of a web page.

20 8. The method of claim 6, wherein the transmitting
includes transmitting the monitored user behavior over a
network to one or more servers using one or more anonymous
identifiers, wherein actual identity of the user is
preserved.

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9. A method for providing behavioral information of a
user using one or more web services, comprising:

recruiting a user to be monitored for one or more
predetermined web sites;

30 collecting behavioral information of the user when the
user visits the one or more predetermined web sites; and

providing the behavioral information.

10. The method of claim 9, further including:
obtaining the predetermined web sites for monitoring
5 from an entity, and the providing includes providing the
behavioral information to the entity.

11. The method of claim 8, further including:
allowing the user to install an agent for monitoring
10 on a user device.

12. A system for providing behavioral information of
a user using one or more web services, comprising:
an agent residing on a workstation identified with a
15 user who has agreed to be monitored, the agent responsive
to the user browsing a predetermined web sites, collecting
behavioral information of the user; and
a server operable to receive and store the behavioral
information of the user.

13. The system of claim 12, further including:
a database for storing the behavioral information of
the user.

14. The system of claim 12, wherein the agent further
includes a user interface to provide the user with the
behavioral information.

15. The system of claim 12, wherein the agent further
30 includes a user interface to provide the user with
resourceful information.

16. The system of claim 15, wherein the resourceful
information includes any one of news, television program
schedule, a map of a selected area, transportation
5 information, and area information.

17. The system of claim 12, wherein the server
further includes an analyzer operable to analyze the
behavioral information.

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18. The system of claim 17, wherein the analyzer
further provides a report based on the analysis of the
behavioral information.

19. The system of claim 12, wherein the behavioral
information includes one or more input/output events on a
web page.

20. The system of claim 19, wherein the one or more
input/output events on a web page includes any one of mouse
clicks, mouse scrolls, mouse movements, and keyboard input.

21. A program storage device readable by machine,
tangibly embodying a program of instructions executable by
the machine to perform method steps of providing behavioral
25 information of a user, comprising:

collecting behavioral information of a user using
resources over a network;

analyzing the collected behavioral information; and
30 providing an analysis of the collected behavioral
information.

22. The program storage device of claim 21, wherein the method step of collecting includes:

collecting behavioral information of a user using
5 resources over a network, the user having given a permission to being monitored for the collecting.

23. The program storage device of claim 21, wherein the resources include one or more services offered on the
10 World Wide Web, and the method steps further include:

providing one or more lists of web sites for monitoring,

wherein the behavior information is collected only on the one or more lists of web sites.

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24. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps of providing behavioral information of a user, comprising:

20 monitoring user behavior on a web browser when a user visits a predetermined set of web sites;

allowing the user to consult the monitored user behavior; and

transmitting the monitored user behavior over a
25 network to one or more servers.